

CHAPTER V

CONCLUSION

5.1. Conclusion

Based on the research in the field after we collecting data and making simple calculation, we can conclude that student preferences in choosing restaurant around campus area in several points below:

- For the student preferences in choosing restaurant around campus area, the mainly important criteria points are the price with highest percentage and the second are food quality, and the third are speed of service. From this result, we can conclude that student is always considering the price of food that they would like to consume but still get the best quality food means for the cleanliness, hygienist, fresh and with fast service to deliver their food.
- For the provided alternatives restaurant, when it comes about speed of service and price student will prefer for fast-food restaurant, and for menu alternative, food quality, service quality, environmental ambiance and social surroundings, student will prefer for fine-dining restaurant. Thus, the matrix result which is calculated by combining the criteria and alternative result, overall student will choose fast-food compare to fine-dining restaurant with percentage presented in previous chapter.

- Finally, if the society of Yogyakarta especially around the campus area and would like to start up a restaurant business, the result above can be used consideration to identify what most important thing should be provide for the student need of preferences in choosing restaurant around campus area.

5.2. Study Limitation and Suggestion

The study limitation in this study are in determining the consistency ratio, the consistency ratio according to AHP method are equal or less 0,10 however, the result of 70 correspondence result using geometric mean is 0,38 this might happen because we are using a lot more criteria which is seven criteria and it becomes more difficult to stick with the consistency of the correspondences, but if we would like to use the consistency ratio, we might add weighted value of consistency level by increased it 0,10 up to 0,40 thus, the consistency ratio might be reach, however it does not necessary for this study.

In the future research, I personally suggest that the number of criteria can be increased, also the alternative maybe by adding more variant of restaurant such as, street food, traditional food, and mini restaurant (e.g. *burjo* and *angkringan*). The sampling itself should dividing the type of student for example, by the budget, origins, gender and social class.

5.3. Closing

As the study end, here, I would like to thank to all party that support this research whether it is my university, society of Yogyakarta, and all participant of the questionnaire, I realize that this study is far away to be perfect. Thus, I hope this can be lesson for all of us and for those who want to study with this research, if it has any wrong information or wrong grammar, I apologize for that and thank you.



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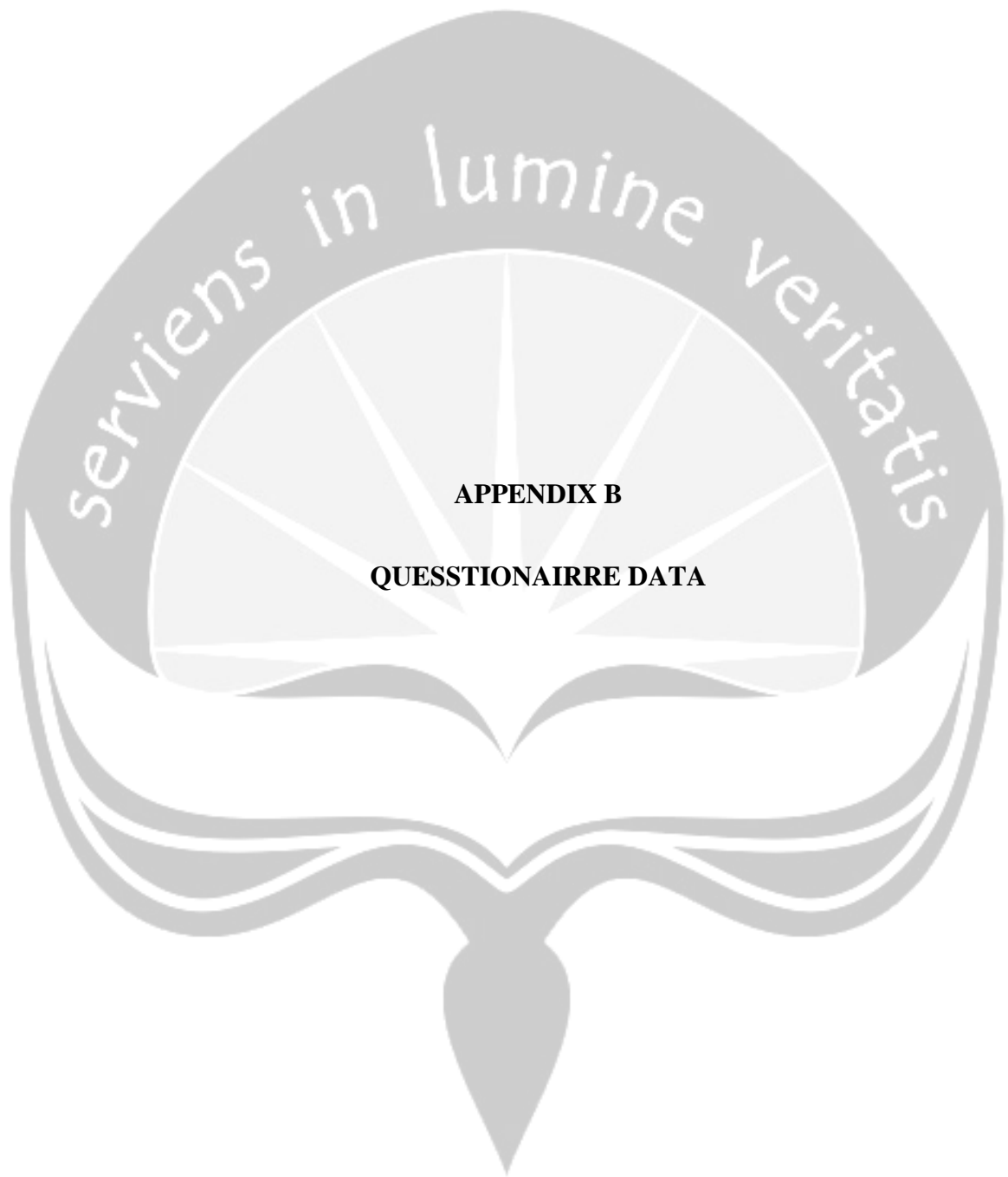


APPENDIX A

CONSISTENCY RATIO RESULT

No.	Consistency Ratio
1	0,56
2	0,13
3	0,57
4	0,26
5	0,32
6	0,37
7	0,25
8	0,29
9	0,27
10	0,91
11	0,20
12	0,34
13	0,24
14	0,30
15	0,19
16	0,08
17	0,63
18	0,29
19	0,52
20	1,28
21	0,18
22	0,46
23	0,96
24	0,18
25	0,34
26	0,48
27	0,47
28	0,98
29	0,49
30	0,45
31	0,77
32	0,22
33	0,61
34	0,67
35	0,48

No.	Consistency Ratio
36	0,18
37	0,23
38	0,32
39	0,31
40	0,23
41	0,95
42	0,98
43	0,67
44	0,44
45	0,54
46	0,36
47	0,27
48	0,69
49	0,33
50	0,32
51	0,47
52	0,81
53	0,39
54	0,44
55	0,51
56	0,86
57	0,90
58	0,21
59	0,25
60	0,26
61	0,20
62	0,53
63	0,31
64	0,63
65	0,48
66	0,23
67	0,26
68	0,38
69	0,22
70	0,33
	0,38



KUESIONER

Nama Anda :

Universitas / Institusi :

Jurusan (Opsional) :

Dibawah ini adalah kuesioner untuk melihat preferensi Mahasiswa dalam memilih restoran / tempat makan di area sekitar kampus di lingkungan Babarsari dan Seturan. Dibawah ini adalah perbandingan untuk mencari apakah poin terpenting dalam pertimbangan Mahasiswa sebagai preferensi untuk memilih restoran / tempat makan antara **Kecepatan Penyajian, Alternatif Menu Makanan, Kualitas Makanan, Kualitas Pelayanan, Harga, Kenyamanan Tempat dan Suasana Sosial**. Isilah kuesioner dengan melingkari angka di setiap baris perbandingan yang menurut anda paling penting bagi anda pada kolom dibawah ini.

Kecepatanan Pelayanan	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Alternatif Menu Makanan
Kecepatanan Pelayanan	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Kualitas Makanan
Kecepatanan Pelayanan	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Kualitas Pelayanan
Kecepatanan Pelayanan	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Harga
Kecepatanan Pelayanan	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Kenyamanan Tempat
Kecepatanan Pelayanan	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Suasana Sosial
Alternatif Menu Makanan	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Kualitas Makanan
Alternatif Menu Makanan	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Kualitas Pelayanan
Alternatif Menu Makanan	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Harga
Alternatif Menu Makanan	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Kenyamanan Tempat
Alternatif Menu Makanan	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Suasana Sosial
Kualitas Makanan	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Kualitas Pelayanan
Kualitas Makanan	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Harga
Kualitas Makanan	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Kenyamanan Tempat
Kualitas Makanan	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Suasana Sosial
Kualitas Pelayanan	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Harga
Kualitas Pelayanan	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Kenyamanan Tempat
Kualitas Pelayanan	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Suasana Sosial
Harga	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Kenyamanan Tempat
Harga	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Suasana Sosial
Kenyamanan Tempat	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Suasana Sosial

Dibawah ini adalah perbandingan untuk alternative restoran / tempat makan antara lain **Restoran Mewah** dan **Restoran Cepat Saji**. Lingkarilah salah satu angka di baris perbandingan sesuai dengan kriteria dibawah.

Kecepatan Pelayanan

Restoran Mewah	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Restoran Cepat Saji
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Alternatif Menu Makanan

Restoran Mewah	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Restoran Cepat Saji
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Kualitas Makanan

Restoran Mewah	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Restoran Cepat Saji
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Kualitas Pelayanan

Restoran Mewah	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Restoran Cepat Saji
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Harga

Restoran Mewah	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Restoran Cepat Saji
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Kenyamanan Tempat

Restoran Mewah	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Restoran Cepat Saji
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Suasana Sosial

Restoran Mewah	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Restoran Cepat Saji
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TERIMA KASIH ATAS PARTISIPASI ANDA